

AEFLA RFP Writing Workshop
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A L L I E D A G E N D A

Introductions & Icebreaker

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Polling

**LIFE BEGINS AT
THE END OF YOUR
COMFORT ZONE**

NEALE DONALD WALSCH

What will we accomplish today?

- Using Program Data to Show Effectiveness
- Setting Measurable Goals
- Creating an Effective Budget
- Evaluating Program Performance
- Approaching Grant Writing (Dos and Don'ts)

Grant Narrative: Planning & Prioritizing

- Create a checklist of activities & requirements
- Create a grant writing timeline
- Draft a proposal summary
- Create an outline
- Draft goals, action steps, and outcomes
- Gather data, metrics, and proposal attachments
- Compile proposal elements
- Align steps of action plan with budget
- Write, proofread, edit, repeat
- Double check checklist and submit

Necessary Elements

- Demonstrated Effectiveness in providing adult education and literacy services.
- Demonstration of Need
- 13 Considerations
- Alignment with Governor's Vision, Goals, Objectives, and Strategies (1, 4, 10)
- Alignment with other statewide initiatives (i.e. Wyoming Works, workforce training, etc)

Setting Project Goals

- Purpose is to clearly identify goals, activities & timelines associated with your project.
- Tools used in this exercise: SMART goals & action plans
- Small group SMART goal workshop

SMART Goals

- Specific
- Measurable
- Attainable
- Relevant
- Timebound

SMART Goal Components

- Specific – what are you hoping to achieve?
- Measurable – how will you gauge progress toward goal?
- Attainable – do you have the resources/ability to make your goal a reality?
- Relevant – is goal aligned with your project mission?
- Timebound – when will you complete your goal?

Sample SMART Goal

“By 2015 (by when) decrease by 20 percent the alcohol-related traffic crashes (what and how much) involving youth age 14 to 18 in XZ community (who will be affected).”

Let's do this

Workshop a SMART goal

Breaking it Down

- Specific** - What exactly do I want to do? Create a statewide collaborative that advocates on behalf of teen parents and their children.
- Measurable** - How will I track my progress? Representatives from all counties in the state participate in the collaborative.
- Attainable** - Is this realistic? Do we have (or can attain) the resources we need to accomplish it? What will it look like when we have attained this goal?
- Relevant** - Does this goal help us achieve our mission?
- Timebound** - What is the timeframe for achieving this goal? When will I have completed this step? Who will complete the task? Create an action plan.

Action Plan

- *Complete development of SMART goals*
- *Work backward from anticipated outcomes & set milestones to track progress*
- *Identify & define required actions for reaching your goal*
- *Put actions on a schedule*
- *Assign party/parties responsible for actions*

Sample Action Plan

Activity	Who is Responsible	By When

Know Your Context

In today's performance-driven state/federal funding environment:

- Budget you include with your grant proposal can make or break your application.
- Making sure budget calculations are accurate and reasonable is just the first step to making a strategic budget.

Strategic Budget Building— Considerations

- Align budget with the measurable SMART goals, objectives and activities.
- Use action plan to map out budget needs.
- Put activities side-by-side with budget.
- Check if budget supports achieving your anticipated outcomes.

Action Plan & Budget Building

Activity	Who is Responsible (include FTE)	By When (length of time)	Tools/equipment, materials & supplies needed

Attributes of a Strategic Budget

- Full Cost Budget
- Matching Funds/In-Kind Contributions
- Benefits Detail Sheet
- Budget Narrative

Example of a Budget Breakdown

- Personnel and Consultants (or two separate categories)
- Fringe Benefits
- Travel
- Other Contracts and Services
- Tools/Equipment
- Supplies and Materials
- Program Income
- Miscellaneous
- Indirect (usually 10%)

Fringe Benefits

- Federal Insurance Contributions Act (FICA)
7.65%
- Worker's Compensation
- Health Benefits
- Retirement

Match Funding/In- Kind Contributions

- Cash Match
- Classroom or other facility space
- Janitorial
- Utilities
- Insurance
- Internet
- Equipment and computers
- Tables and chairs

What is a Budget Narrative?

- Narrative designed to justify the budget in total and an itemized manner.
- Accurately justifying each budget item is particularly important for large grants.
- Narrative details helps explain how and where the grant funds will make a positive impact.

Function of a Budget Narrative

- Explain and justify the projected costs for the proposal's plan.
- Write clearly and succinctly in plain language.
- Create both the budget and budget narrative at same time to make job easier and simpler.

Demonstrating Need & Effectiveness

- [Census Bureau](#)
- [Wyoming Profile](#) (Census)
- [American Community Survey](#) (by county)
- [Wyoming Labor Market](#)
- [Wyoming Education Data](#)

Designing Evaluation

Program self-evaluations are required and should include:

- ✓ Data Quality Checklist
- ✓ Formative Evaluation
- ✓ Summative Evaluation
- ✓ Internal Self Evaluation

Program Planning & Evaluation

- Evaluation determines & demonstrates program value
- Identify data sources you believe will help you tell that story
- Program planning & evaluation strategy developed simultaneously

Evaluation Strategy

Determine evaluation design

- What questions are you trying to answer?
- May focus on both process and outcomes
- What information must be collected to tell us what we need to know?

Data Collection Strategies

- Baseline data describes the conditions that exist at the outset of your project
- Qualitative data
- Quantitative data

Dos & Don'ts of Grant Writing

DO: Research your program, your data sources, previous funding recipients, other states and/or other elements of your proposal. (Don't forget to site your sources)

Don't: Wait until the last minute to begin planning and writing your proposal and budget.

Dos & Don'ts of Grant Writing

DO: Pay close attention to the requirements of the RFP and the checklist.

Don't: Wait until the last minute to get information or supporting documentation from program partners.

Dos & Don'ts of Grant Writing

DO: Provide specifics and details about your program and how your plan to accomplish the requirements in all the Considerations.

Don't: Forget the importance of evaluation and the process for demonstrating your program's effectiveness.

Dos & Don'ts of Grant Writing

DO: Keep it simple.

Don't: Try to overpromise and then underdeliver.

Resources

What do you all need?

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